

App. No. 10/708,029

REMARKS - General

The claims have been re-written as purely process claims to address the Examiner's Section 112 and 101 and 102 rejections. Claims 1-10 and 12-19 have been cancelled to address the Section 102 rejection base on Messer, US 5,991,740.

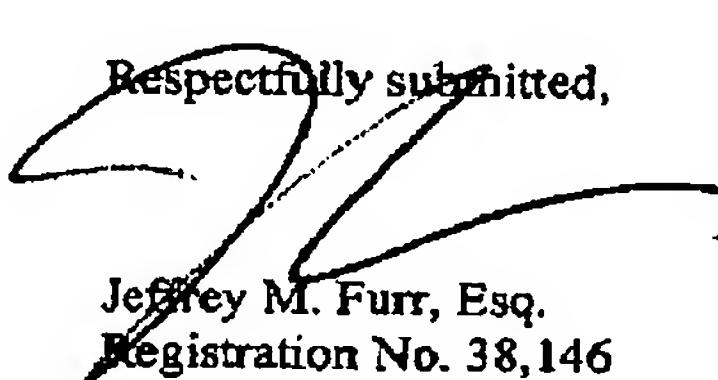
The current invention has Tiered advertising that is not disclosed in Barber US 6,289,318. Barber does not disclose the same Tier structure as in the current invention nor does it disclose tier being used with a specific unique code and identifier.

Also applicants have rewritten all claims to define the invention more particularly and distinctly so as to overcome the technical rejections and define the invention patentably over the prior art.

Conclusion

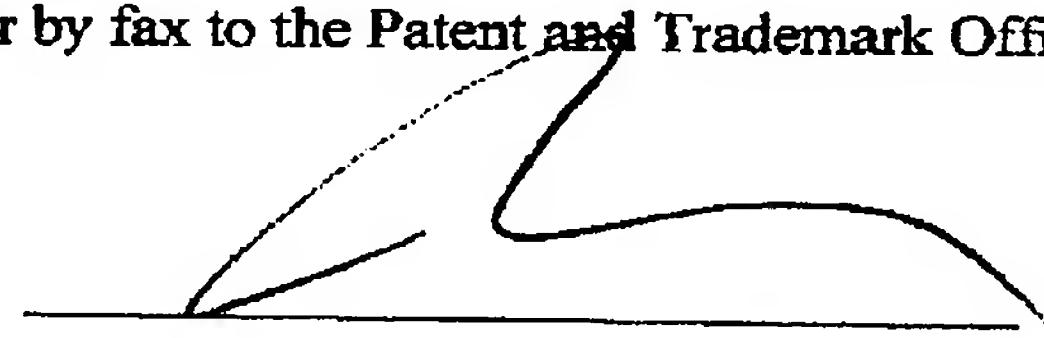
For all of the above reasons, applicant submits that the specification and claims are now in proper form, and that the claims all define patentably over prior art. Therefore the applicant submits that this application is now in condition for allowance, which action is respectfully solicited.

Respectfully submitted,


Jeffrey M. Furr, Esq.
Registration No. 38,146

I hereby certify I have transmitted this paper by fax to the Patent and Trademark Office at 571-273-8300 on August 28, 2008.

August 28, 2008.


Jeffrey M. Furr, Esq., Reg. No. 38,146.